

What is claimed is:

1. The use of water-redispersible polymer powders based on protective colloid stabilized vinyl ester polymers in building adhesive compositions, wherein the vinyl ester polymers contain from 0.2 to 1.5% by weight, based on the overall weight of the vinyl ester polymers, of auxiliary monomer units derived from monomers having a higher water solubility than vinyl acetate.
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2. The use as claimed in claim 1, wherein one or more auxiliary monomer units are present from the group consisting of ethylenically unsaturated mono-carboxylic and dicarboxylic acids and their anhydrides, ethylenically unsaturated carboxamides and carbonitriles, ethylenically unsaturated sulfonic acids and their salts.
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- 20 3. The use as claimed in claim 1 or 2, wherein vinyl ester polymers present comprise vinyl ester-ethylene copolymers, further comprising fumaric or maleic diesters if desired, or vinyl ester-ethylene-vinyl chloride copolymers, or vinyl acetate copolymers with one or more copolymerizable vinyl esters, further comprising ethylene if desired, or vinyl ester-acrylic ester copolymers, further comprising ethylene if desired.
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- 30 4. The use as claimed in claim 1 to 3, wherein protective colloids present comprise one or more partially hydrolyzed or fully hydrolyzed polyvinyl alcohols.
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5. The use as claimed in claim 4, wherein one or more polyvinyl alcohols are present from the group consisting of partially hydrolyzed polyvinyl

5 alcohols having a degree of hydrolysis of from 80 to 95 mol% and a Höppler viscosity in 4% strength aqueous solution of from 1 to 30 mPas and partially hydrolyzed, hydrophobically modified polyvinyl alcohols having a degree of hydrolysis of from 80 to 95 mol% and a Höppler viscosity in 4% strength aqueous solution of from 1 to 30 mPas.

10 6. The use as claimed in claim 5, wherein one or more polyvinyl alcohols are present from the group consisting of polyvinyl alcohols having a degree of hydrolysis of from 85 to 95 mol% and a Höppler viscosity in 4% strength aqueous solution from 3 to 15 mPas.

15 7. The use as claimed in any of claims 1 to 6, wherein the polymer powders are used in cementitious building adhesive formulations.

20 8. The use as claimed in any of claims 1 to 6, wherein the polymer powders are used in cement-free building adhesive formulations.

25 9. The use as claimed in claim 7 or 8, wherein the polymer powders are used as tile adhesives.

10. The use as claimed in claim 8, wherein the polymer powders are used as exterior insulation system adhesives.